



Start Smart Initiative Application Process Round 2

Division of Business and Community Services
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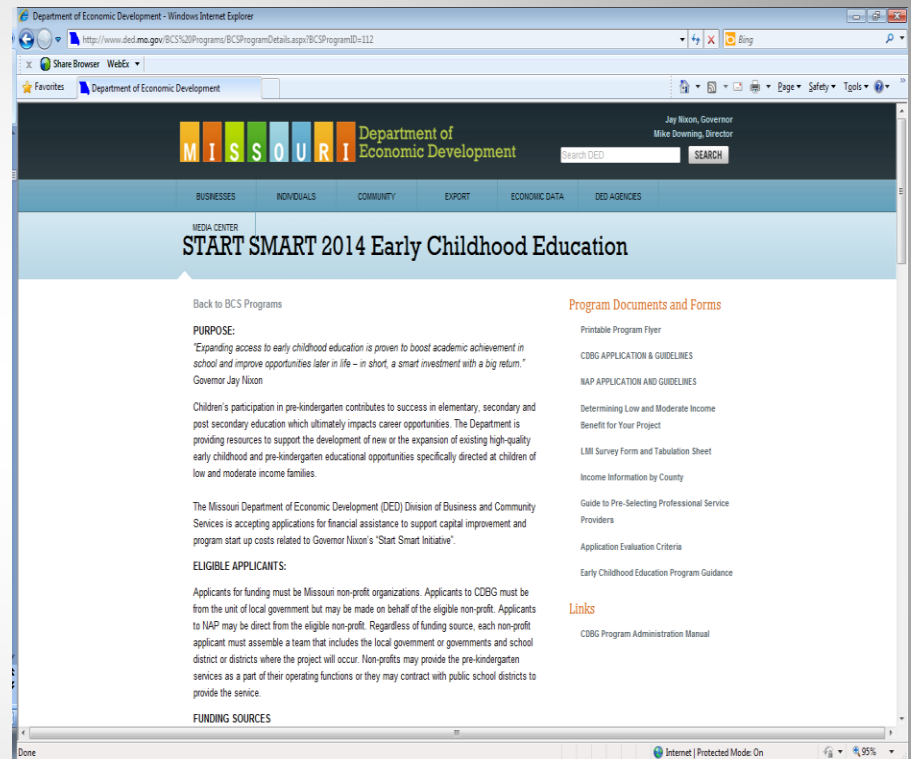
Webinar Agenda

- Start Smart Initiative
 - Purpose
 - Funding Opportunities
- Review of the Programs
 - Application Process
 - Application Requirements
 - Attachments
- Deadline



Initiative Information

- Website – www.ded.mo.gov
- Click on Program Incentives
- Click on Start Smart Initiative
 - Summary Description of the Program
 - Program Documents and Forms
 - Related Links



Initiative Purpose

“Expanding access to early childhood education is proven to boost academic achievement in school and improve opportunities later in life – in short, a smart investment with a big return.” Governor Jay Nixon

- Education and Economic Development
 - Relationship between early childhood education and success in school
 - Relationship between success in school and success in career
 - Relationship between skilled workforce and business development (attraction and expansion)





Initiative Funding Opportunities

- \$10 million dollars in a combination of grants and contribution tax credits
 - State Community Development Block Grant Program (CDBG) and
 - Neighborhood Assistance Program (NAP)
- Capital Improvements
- Start – up Costs





Application Process

- Determine which program is appropriate.
- Complete and Submit the appropriate application.
- Due in offices of DED no later than 5:00 p.m. August 1, 2014.





Determining Appropriate Program

CDBG

- Capital improvements only
- Non-entitlement areas only
- Local Government must be applicant (on behalf of non-profit)
- Low to Moderate Income Requirement

NAP

- Capital improvements and one-time start up costs.
- Statewide
- Nonprofit must be applicant
- Low to Moderate Income Requirement



Community Development Block Grant



- Maximum grant limit \$1 million
- Unit of local government must apply on behalf of eligible non-profit
- Requires contractual relationship between unit of local government and non-profit
- May be used for capital costs only (no start up)
- Limited to “non-entitlement” areas of the state only
- Requires environmental review (ER) – no acquisition or construction prior to ER completion



Neighborhood Assistance Program



- 50% contribution state tax credit (donor provides \$1.00 and receives a tax credit equal to .50 cents)
- \$250,000 maximum per project award (\$500,000 in donations)
- Non-profit is direct applicant
- May be used for either capital costs or one time start-up costs, or both
- No location restrictions (available anywhere in state)



Eligible Applicants

Required Team:

- Each applicant must assemble a team that includes the non-profit, the local government or governments and the school district or districts where the project will occur.
- Depending on the program, either the non-profit will be the applicant, or the local government will be the applicant on behalf of the non-profit.
- The non-profit may be a local organization providing the direct early childhood education or may contract with another service provider to carry out the early childhood education.





Eligible Activities



- Capital Improvement costs:
 - may include acquisition, new building construction, rehabilitation of existing properties, and related soft costs associated: appraisal; closing costs; engineering and architectural costs; inspections; and permitting. The applicant may own or hold a long term lease.
- Program start-up costs:
 - costs such as equipment related directly to curriculum delivery.
- Both:
 - Applicants may seek either capital improvement funds or programming funds, or both.

Special Program Requirements

Low and Moderate Income (LMI) Benefit

- LMI – defined as 80% of county median household income
- All projects must either:
 - Benefit 100% LMI actual participants
 - Benefit a service area that is at least 51% LMI
- Both funding programs carry LMI requirement
- See “***Determining Low and Moderate Income Benefit for Your Project***” found on webpage under **Program Documents and Forms**
- Applicants desiring not to benefit LMI may apply for NAP under regular competitive rounds (May/October)



Low and Moderate Income Option

- Benefit 100% LMI
 - All children attending must come from families of LMI income
 - Measured by income survey
 - Survey forms found on webpage under **Program Documents and Forms**



THE CITY/COUNTY OF _____ IS CONDUCTING A SURVEY TO DETERMINE THE NEED FOR THE IMPROVEMENTS IN PUBLIC FACILITIES, HOUSING, AND SERVICES. SOME OF THE IMPROVEMENT PROJECTS MAY BE ELIGIBLE FOR FEDERAL FUNDING. THIS SURVEY IS AN ELIGIBILITY REQUIREMENT FOR SUCH FUNDING. YOUR SURVEY ANSWERS WILL BE KEPT CONFIDENTIAL.									
1. PLEASE INDICATE THE NUMBER OF FAMILIES (PERSONS RELATED BY BIRTH, MARRIAGE, OR ADOPTION) LIVING AT THIS ADDRESS (AN UNRELATED INDIVIDUAL IS CONSIDERED A ONE-PERSON FAMILY, WHETHER LIVING ALONE OR WITH ANOTHER FAMILY).									
NUMBER OF FAMILIES: _____					TOTAL NUMBER OF PERSONS: _____				
2. HOW MANY IN EACH FAMILY:			#1	_____	#2	_____	#3	_____	
3. FOR EACH FAMILY INDICATED ABOVE, PLEASE CHECK WHETHER YOUR TOTAL FAMILY INCOME IS ABOVE, BETWEEN, OR BELOW THE INCOME FIGURES PROVIDED FOR YOUR FAMILY SIZE.									
Family Size	Income Limits				FAMILY #1			FAMILY #2	
	A (30%)	TO	B (50%)	TO	C (80%)				
1	_____		_____		_____				
2	_____		_____		_____				
3	_____		_____		_____				
4	_____		_____		_____				
5	_____		_____		_____				
6	_____		_____		_____				
7	_____		_____		_____				
8	_____		_____		_____				
						<input type="checkbox"/> Income Above Column C		<input type="checkbox"/> Income Above Column C	
						<input type="checkbox"/> Income between Column B & C		<input type="checkbox"/> Income between Column B & C	
						<input type="checkbox"/> Income between Column A & B		<input type="checkbox"/> Income between Column A & B	
						<input type="checkbox"/> Income below Column A		<input type="checkbox"/> Income below Column A	
4. HOW MANY PERSONS AT THIS ADDRESS ARE: _____									
FEMALE HEADS OF HOUSEHOLD? _____					CHILDREN AGE SIX YEARS AND UNDER? _____				
OVER THE AGE OF 62? _____					HANDICAPPED/DISABLED? _____				
5. TO HELP DETERMINE THE POPULATION CHARACTERISTICS OF THE PROJECT AREA, PLEASE INDICATE THE NUMBER OF PERSONS AT THIS ADDRESS THAT ARE:									
HISPANIC OR LATINO: _____									
NOT HISPANIC OR LATINO: _____									
6. TO FURTHER HELP DETERMINE THE POPULATION CHARACTERISTICS OF THE PROJECT AREA, PLEASE INDICATE THE NUMBER OF PERSONS AT THIS ADDRESS THAT ARE:									
WHITE: _____					ASIAN & WHITE: _____				
BLACK/AFRICAN AMERICAN: _____					BLACK/AFRICAN AMERICAN & WHITE: _____				

Low and Moderate Income Option

- Benefit a service area that is at least 51% LMI
 - Facility is located inside defined service area
 - Service area may match a defined jurisdiction or census tract or block group(s)
 - LMI measured by HUD census information (contact Andy Papen for this information)
 - Service area may match specific street or neighborhood boundaries
 - LMI measured by survey



Census Information by County

- Found on webpage under **Program Documents and Forms**
- LMI is “Low Income”
- For other census data contact Andy Papen

andy.papen@ded.mo.gov

STATE:MISSOURI		INCOME LIMITS							
	PROGRAM	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON	6 PERSON	7 PERSON	8 PERSON
Cape Girardeau-Jackson, MO-IL MSA									
FY 2014 MFI: 53400	30% OF MEDIAN	11200	12800	14400	16000	17300	18600	19850	21150
	VERY LOW INCOME	18700	21400	24050	26700	28850	31000	33150	35250
	LOW INCOME	29900	34200	38450	42700	46150	49550	52950	56400
Columbia, MO MSA									
FY 2014 MFI: 68500	30% OF MEDIAN	14400	16450	18500	20550	22200	23850	25500	27150
	VERY LOW INCOME	24000	27400	30850	34250	37000	39750	42500	45250
	LOW INCOME	38400	43850	49350	54800	59200	63600	68000	72350
Fayetteville-Springdale-Rogers, AR-MO MSA									
McDonald County, MO HMFA									
FY 2014 MFI: 47900	30% OF MEDIAN	10050	11500	12950	14350	15500	16650	17800	18950
	VERY LOW INCOME	16800	19200	21600	23950	25900	27800	29700	31650
	LOW INCOME	26850	30650	34500	38300	41400	44450	47500	50600
Jefferson City, MO MSA									
Calloway County, MO HMFA									
FY 2014 MFI: 63200	30% OF MEDIAN	13300	15200	17100	18950	20500	22000	23500	25050
	VERY LOW INCOME	22150	25300	28450	31600	34150	36700	39200	41750
	LOW INCOME	35400	40450	45500	50550	54600	58650	62700	66750
Jefferson City, MO HMFA									
FY 2014 MFI: 67000	30% OF MEDIAN	14100	16100	18100	20100	21750	23350	24950	26550
	VERY LOW INCOME	23450	26800	30150	33500	36200	38900	41550	44250
	LOW INCOME	37550	42900	48250	53600	57900	62200	66500	70800
Moniteau County, MO HMFA									
FY 2014 MFI: 62200	30% OF MEDIAN	13100	14950	16800	18650	20150	21650	23150	24650
	VERY LOW INCOME	21800	24900	28000	31100	33600	36100	38600	41100
	LOW INCOME	34850	39800	44800	49750	53750	57750	61700	65700
Joplin, MO MSA									
FY 2014 MFI: 51000	30% OF MEDIAN	10750	12250	13800	15300	16550	17750	19000	20200
	VERY LOW INCOME	17850	20400	22950	25500	27550	29600	31650	33700
	LOW INCOME	28600	32650	36750	40800	44100	47350	50600	53900
Kansas City, MO-KS MSA									
Bates County, MO HMFA									
FY 2014 MFI: 54700	30% OF MEDIAN	11500	13150	14800	16400	17750	19050	20350	21650
	VERY LOW INCOME	19150	21900	24650	27350	29550	31750	33950	36150
	LOW INCOME	30650	35000	39400	43750	47150	50550	54250	57750
Kansas City, MO-KS HMFA									
FY 2014 MFI: 69900	30% OF MEDIAN	14700	16800	18900	20950	22650	24350	26000	27700
	VERY LOW INCOME	24500	28000	31500	34950	37750	40550	43350	46150
	LOW INCOME	39150	44750	50350	55900	60400	64850	69350	73800
Springfield, MO MSA									
Dallas County, MO HMFA									
FY 2014 MFI: 48800	30% OF MEDIAN	10300	11750	13200	14650	15850	17000	18200	19350
	VERY LOW INCOME	17100	19550	22000	24400	26400	28350	30300	32250
	LOW INCOME	27350	31250	35150	39050	42200	45300	48450	51550

Special Program Requirements

Early Learning Program Guidance

- See Department of Elementary and Secondary Education (DESE) website for full details on the Missouri Pre-School Project: <http://dese.mo.gov/eel/el/MPP/index.htm>
- See Department of Health and Senior Services website for licensing requirements:
<http://health.mo.gov/safety/childcare/>
- See DESE website for Early Learning Program Guidance:
<http://dese.mo.gov/eel/el/documents/eel-el-2014-EarlyLearningProgramGuidance.pdf>
- DED staff is not the expert on early learning, DESE Program, or DHSS licensing requirements.
- The goal for DED is to help create facilities that would otherwise be eligible for DESE funding.



Special Program Requirements

Early Learning Program Guidance

- The Standards include:
 - 3-year community needs assessments performed and reviewed annually
 - Specific education qualifications for Staff and Teachers and Teacher Assistants
 - Participation in professional development
 - Annual staff evaluations
 - Research based curriculum approved by DESE.



Special Program Requirements

Early Learning Program Standards

- Developmentally appropriate program experiences which are individualized based on the child's needs in a responsive, safe, enriching environment with continuity of care and learning interactions
- Up-to-date health policies, promotion of health, and prevention from harm:
 - Indoor space of 50 sq ft of usable floor space per child and outdoor space of 100 sq ft of usable space per child
 - Current fire and sanitation inspections



Special Program Requirements

Early Learning Program Standards

- Child/Adult Ratios:

Infants to 24 months:

- 3/1; with no more than six children in one room (preferred)
- 4/1; with no more than eight children in one room (acceptable)

24 months to 36 months:

- 4/1; with no more than eight children in one room (preferred)
- 6/1; with no more than 12 children in one room (acceptable)

Age 3 to kindergarten entry:

- 7/1; with no more than 21 children in one room (preferred)
- 10/1; with no more than 20 children in one room (acceptable)

Mixed age group (birth - kindergarten entry)

- 6/1; with no more than two under age two (preferred)
- 8/1; with no more than two under age two (acceptable)



Special Program Requirements

Early Learning Program Standards

- Annual program evaluations
- Partnerships and collaborations with stakeholders from the community to provide the work force and development of programs and services.



DED as an Investor

- How do we measure our Return on Investment?
 - Sustainability
 - Plans for long term, high quality operation of the facility is key to prove to the “investor” (DED)
 - Demonstrate how use of one-time capital funds and one-time start up funds will be turned into a successful operation
 - Business plan
 - Budget
 - Revenue sources
 - Annual overhead and cost of operation



Application Format

- Provide two hard copies, one with original signatures, **and** one electronic copy (email or CD) of the complete Application;
- Presented in 12-point font, single spaced, with attachments;
- Due in the offices of DED no later than 5:00 p.m. April 28, 2014; **NO POSTMARKS!**
- Missouri Department of Economic Development

“Start Smart Initiative”

301 West High Street, Suite 770

P.O. Box 118

Jefferson City, MO 65102

keisha.gray@ded.mo.gov





Application Content

- General Applicant Information
- Organizational Capacity of Non-Profit applicant
- Description of Need
- Low to Moderate Income Compliance
- Standards of Early Childhood Facility
- Facility Project Information
- Facility Cost Information
- One Time/Start-Up Cost Information (NAP)
- Annual Operating Budget
- Outcomes
- Fund Raising Plan (NAP)





General Applicant Information

- Name, address, and phone number of the assembled team:
 - Local Government
 - Non-Profit
 - School District(s)
- Name, phone number and email address of the application preparer/contact;

Organizational Capacity of Non-Profit Applicant

- A description of the non-profit organization, including its mission and history;
- A description of the non-profit's experience with early childhood education:
 - Does the non-profit currently operate a facility?
 - If so, include size, location, etc.
- An organizational chart depicting the non-profit organization's current staff and duties;



Description of Need

- Number of children to be served;
- Number of children currently serving, if applicable;
- Age groups proposed to serve;
- Proposed service area;
- Census data providing number of early childhood age children in service area;



Description of Need

- Currently existing early childhood facilities in the service area and number of children served;
- What is market demand for your services?
- Waiting list at other facilities?
- How are your services different from other existing facilities?

LMI Income Compliance

- A statement regarding which means of meeting the low and moderate income benefit is used:
 - 100% participants
 - 51% area benefit



Standards of the Early Childhood Facility

- Will the minimum educational and experience requirements for proposed staffing meet or exceed standards:
 - Supervisor/Administrator: Baccalaureate degree
 - Teacher: Baccalaureate degree with certification in early learning
 - Paraprofessional/Teaching Assistant: Child development associate credentials or associate of arts degree in early learning

Standards of the Early Childhood Facility

- Will staffing be provided by the non-profit or the school?
 - If school: Provide information about the school's experience in providing early learning, organizational chart of the school's staff and duties, description of curriculum, and how facility meets the minimum space standards.
 - If non-profit: Provide description of curriculum, and how facility meets the minimum space standards.



Facility Project Information

- A description of any planned construction activities, and whether such activities are for construction of new facility or an expansion or rehabilitation of an existing facility;
- Copies of preliminary architectural drawings or a description of the facility and cost estimates for construction/rehabilitation;
- A statement describing site control (ownership, option, lease);
- The amount of funding requested for capital improvements;
- A statement identifying the specific use of state funds related to capital improvements;
- Provide a project timeline.



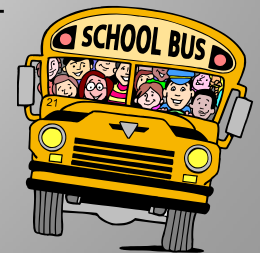
Facility Cost Information

- A detailed sources and uses document identifying other funds committed or proposed to be obtained.
 - A/E Costs
 - Hard costs
 - Soft costs (i.e. professional fees, financing costs, project administration fees)
 - Funding requested from Start Smart for each of the categories
 - Other funds for the project (source and amount)
 - Are the other funds committed?



One Time/Start-up Information

- NAP applicants only
- Description and amount of funding requested for one-time start-up costs, if applicable;
- A statement identifying the specific use of requested Start Smart funds related to start-up costs;
- A detailed sources and uses document identifying other funds committed or proposed to be obtained.



Annual Operating Budget

- Provide total annual operating budget;
- Annual revenue projected in first 5 years;
- Annual expenditures projected in first 5 years (including all operating costs)
- Will there be any debt as result of project? If so, include that in the operating budget.





Outcomes

- A statement describing the measurable outcomes for participants in terms of school readiness or other measure of educational attainment;
- A statement describing how participant outcomes will be measured, including the length of time participants will be tracked.



Fundraising Plan

- NAP only
- Provide fundraising plan, including activities, events, and marketing.
- Identify the individual(s) that will oversee fundraising.
- Identify to whom the agency will market the credits.
- Timeline for activities, events and major fundraising milestones.



Attachments

- Attachments are required for several of the questions.
- Checklist is provided for convenience.
- Letters of Support
 - One from your State Representative and one from your State Senator.
- Local Government Certification (NAP)
- Site Control
 - NAP requires proof that the non-profit owns (or has a long-term lease) or has a contingency contract to purchase property.
 - CDBG requires that no acquisition occurs until ER is completed, if acquisition is part of the project.

Evaluation Criteria

- Team Review (DED and DESE)
 - **Need** – defined as the availability and capacity of early childhood educational opportunities in the proposed service area;
 - **Impact** – defined as the extent to which the proposal will address the documented population of children in the proposed service area without access to quality early childhood education opportunities;
 - **Efficiency of Plan**– defined as the cost per square foot and the cost per beneficiary;



Evaluation Criteria

- **Capacity**— defined as the non-profit applicant's history and experience in early childhood education and its relationship with the local school district;
- **Sustainability** – defined as the strength of the plan for ongoing operation beyond the term of the funding requested;
- **Quality** – defined as a subjective analysis of the curriculum and educational instruction proposed, as evaluated by professionals with expertise in early childhood education;
- **Outcomes** – defined as the degree of which measures are proposed to effectively and objectively measure project outcomes;
- **Beneficiaries** – defined as the cost per beneficiary.





Timeline

- Applications due in the offices of DED no later than 5:00 p.m. August 1, 2014

Missouri Department of Economic Development
“Early Childhood Education Initiative”
301 West High Street, Suite 770
P.O. Box 118
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Questions?

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